CITYMART Challenge for Tartu:
Maximising data to improve public transport

Summary:

Tartu is looking for ways to improve public transport to ensure a sustainable and optimum, high-quality service for all.

Description:

Tartu, the second largest city in Estonia, has a vision to provide a cost-efficient, sustainable public transport system that meets the needs of citizens while being aligned with the city's ecological values.

Tartu's urban public transport system is composed of 25 different bus routes with a combined 12,000,000 journeys in 2013. With a population of 100,000 and an urban area that covers around 40 km², the comparatively high population density of 2,600 inhabitants per km² and the resulting short distances within the city play a key role in the provision of public transport.

However, Tartu's current network does not fully meet the needs of citizens in terms of capacity, timetables and routes. The city is looking for ways to collect the information it needs to improve services.

Tartu wishes to maximise on customer feedback via apps and web applications as well as find a solution that collects and analyses data to respond to the changing mobility patterns of its citizens. This may be through crowdsourcing, sensors, Bluetooth or mobile-phone tracking or other methods.
The ideal solution would collect both mobility data and user feedback to enable the city to understand vehicle usage within the city as well as passenger's opinions. This will enable them to develop optimal routes and timetables to attract new passengers and improve services for existing users.

Solutions should be compatible with the various initiatives being introduced including a real-time bus tracking management system and RFID ticketing which will be operational by early 2015. Besides improving the quality of the service, these systems will also help gather data about passenger mobility to enable better prediction of mobility needs.

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